



2016 ANNUAL REPORT



# **BUILDING NEW MEXICO ECONOMY BUSINESS AT A**

**NEW MEXICO SMALL BUSINESS**

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# 2016 ANNUAL REPORT

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ESS DEVELOPMENT CENTER

# A MESSAGE FROM THE STATE DIRECTOR



**RUSSELL WYRICK**

State Director



I would like to thank you for taking the time to review the New Mexico Small Business Development Center's 2016 annual report. As you read through these client success stories from across the State, I ask you to remember that these stories are not just about up-and-coming small businesses, but also the incredible people behind those businesses. Just imagine, each of these small businesses started out as someone's dream or idea; followed by the hard work and dedication necessary for the owners and employees to make those dreams a reality. If each of these owners could speak to you in person, I'm sure they would tell you that the path is not always easy, but the journey is certainly worthwhile.

This year has been an exciting and challenging year for small businesses and the New Mexico SBDC. How many businesses and organizations do you know who have followed the notion that challenging economic times demand that we do "more with less" in order to survive? This usually means getting lean by looking for every opportunity to reduce cost, however, there are times when cutting back just isn't possible. At these times it's important to remember that small businesses have an inherent competitive advantage; they're small. A small business can be agile, respond quickly, and adapt to changes in the market much faster than large competitors. Small business can find and fill market gaps that large business fail to see, and most importantly small businesses can quickly innovate new and better ways to meet customers' needs. Yes, with the right perspective there's something to be said for being small.

And maybe that's the answer, maybe it's time to change the questions we're asking ourselves when budgets get tight. We have to stop asking, "How can we do more (of the same thing) with less" or "what can we cut that will cause the least pain". Instead we should be asking ourselves "how can we innovate and find better ways of meeting our customers' needs" and "what opportunities are out there that no one else sees?" Yes, maybe it's time to think like a successful small business owner.

In many ways the New Mexico SBDC has achieved incredible outcomes this year by following this small business mindset. Despite facing the program's lowest funding levels in over 8 years, the New Mexico SBDC has sought to adapt and develop new approaches to meeting our client's needs. We've enhanced and grown our service offerings by reframing challenges and focusing our efforts on continuous improvement. In fact the New Mexico SBDC has achieved record outcomes this year despite the budget challenges.

It's so enjoyable to be part of a program that can learn and be inspired by the New Mexico small businesses that we serve.

Sincerely,

Russell Wyrick  
New Mexico Small Business Development Center Network  
State Director



# NMSBDC NETWORK PROFILE



## NEW MEXICO SMALL BUSINESS DEVELOPMENT CENTER NETWORK

6401 Richards Avenue  
Santa Fe, NM 87508-4887  
800.281.7232 or 505.428.1362  
[www.nmsbdc.org](http://www.nmsbdc.org)

### EXPERIENCE

The New Mexico Small Business Development Center Network (NMSBDC) was established in 1989 through a partnership with the US Small Business Administration, the State of New Mexico, the New Mexico Association of Community Colleges, and the New Mexico Association of Independent Community Colleges. The NMSDC Network State Office is located on the campus of the Santa Fe Community College in Santa Fe, NM. The program provides no cost business consulting and low cost business training to all New Mexico entrepreneurs. The 19 NMSBDC service centers and 7 satellite offices are strategically located throughout the state of New Mexico. The highly skilled NMSBDC staff is comprised of 69 business professionals with over 585 years of combined small business management and ownership expertise. The pride and dedication of the consultants shines through with over 483 combined years of service with the NMSBDC Network. The International Business Accelerator, located in Santa Teresa, NM, is a one-stop shop of resources for New Mexican businesses and individuals wishing to introduce their product or service into the global market. The Procurement Technical Assistance Program is dedicated to counsel, train and assist New Mexico business owners to obtain government contracts, thereby advancing both entrepreneurship and economic growth in New Mexico.

### EDUCATION

The consultants of the NMSBDC have earned over 48 Bachelor's Degrees, 20 Masters Degrees and 2 Doctoral Degrees from colleges and universities all over the nation, from the University of New Mexico to the University of Notre Dame.

### AREAS OF EXPERTISE

Accounting	Business Plan Development	Feasibility Studies	Legal/Contractual	Finance
Economic Development	International Trade	Capital Formation	Technology	Gov't Procurement
Quality Management	Strategic Planning	Human Resources	Manufacturing	Real Estate
Wholesale	E-Commerce/Websites	Franchising	Career Planning	Marketing
Retail / Sales /Analysis	Social Media Research			

### ACHIEVEMENTS

The NMSBDC was once again honored by the Association of Small Business Development Centers with full accreditation status. The ASBDC represents the collective interest of all members through a comprehensive Malcolm Baldrige based accreditation process. This process ensures the delivery of nationwide educational assistance to strengthen small business management, thereby contributing to the growth of local, state, and national economies.

The ASBDC recognized Ted Trujillo, Director of the SBDC at the University of New Mexico-West and also Director of the SBDC at Central New Mexico Community College, at their National Convention in Orlando, FL as the 2016 New Mexico State Star.

The SBDC at University of New Mexico – West under the direction of Ted Trujillo was recognized with the NMSBDC Center of the Year award for its exceptional processes and overall contribution the mission and vision of the NMSBDC Network. The SBDC at Northern New Mexico College under the direction of Julianna Martinez Barbee received the NMSBDC Job Creator of the Year award for its outstanding achievements in small business development in their community and surrounding areas.

With the support of the New Mexico Legislature, U.S. Small Business Administration, U.S. Department of Defense, our post-secondary host institutions and all of our economic development partners, the NMSBDC has achieved all of the goals set out for this fiscal year.

# NMSBDC 2016 IMPACT

## CLIENT ACTIVITY

**4,196 TOTAL CLIENTS**

**2,672** SBDC | **1,294** PTAP | **230** IBA

## SEMINARS & WORKSHOPS

Program	Total FY 16	Attendees
SBDC	316	3,597
PTAP	2	8
IBA	9	760
		<b>4,365</b>

## CLIENTS SERVED

Type	Total FY 16
Veterans	216
Hispanic	902
Caucasian	2,019
African American	119
Native American	206

## CLIENT GENDER

Gender	Total FY 16	Percent
Male	824	31%
Female	747	28%
Male/Female	1,101	41%
<b>Total</b>	<b>2,672</b>	<b>100%</b>

## AREA OF ASSISTANCE

	Total FY 16	Percent
Business Accounting/Budget	90	2%
Business Plan	609	15%
Buy/Sell Business	121	3%
Cash Flow Management	29	1%
Customer Relations	61	1%
eCommerce	13	0%
Engineering R&D	12	0%
Financing/Capital	319	8%
Franchising	12	0%
Government Contracting	83	2%
Human Resources/Employee Mg't	41	1%
International Trade	13	0%
Legal Issues	212	5%
Managing a Business	571	14%
Marketing/Sales	396	10%
Start-up Assistance	1,407	34%
Tax Planning	127	3%
Technology/Computers	21	1%
Other	6	0%
<b>Total Counseling Sessions</b>	<b>4143</b>	<b>100%</b>

Our 2016 Results in the Region & Statewide. Brought to you by the New Mexico Small Business Development Center Network

## JOBS CREATED & RETAINED

**1,595 TOTAL**

	CREATED	RETAINED
<b>SBDC</b>	925	249
<b>IBA</b>	29	27
<b>PTAP</b>	65	300

## CAPITAL FORMATION

Time Period	Amount	Number of Loans
Total FY 16	\$38,386,164	379
July 1992-September 2016	\$804,247,915	5,847

## NEW BUSINESSES CREATED

Time Period	Number of Businesses
Total FY 16	256
July 1991-September 2016	9,020

## IBA INTERNATIONAL BUSINESS ACCELERATOR

2006 TO PRESENT		
Exports	Imports	Businesses Started
\$188,074,169	\$6,372,387	63
Jobs Created & Retained	Equity Investments	
862	\$139,433,276	

## PTAP PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

2008 TO PRESENT	
# of Prime Contracts	Dollar Value of Prime Contract Awards
1,029	\$188,063,696
# of Subcontracts	Dollar Value of Subcontract Awards
156	\$27,058,112

## INDUSTRIES SERVED

Type	Total FY 16
Retail	210
Service	641
Wholesale	19
Manufacturing	133
Construction	139
Other	1,530
<b>Total Clients Served</b>	<b>2,672</b>

# PROCUREMENT TECHNICAL ASSISTANCE PROGRAM - PTAP

## FIERRO ENTERPRISES, LLC

Lawrence and Laura Fierro

650 Montana Avenue - Suite B  
Las Cruces, New Mexico 88001

**YEARS IN BUSINESS:** 31

**TYPE OF BUSINESS:** Construction

**NUMBER OF EMPLOYEES:** 7

**COMMUNITY:** Las Cruces, NM



When the residential construction business began to take a dive as the U.S. economy started to tumble in 2008, Lawrence and Laura Fierro needed to find new business opportunities in order to keep Fierro Enterprises, LLC going strong.

The Fierros are custom homebuilders in Las Cruces. They've been in business since 1985. But the events of 2008 made them realize they needed to revise their target market, so they started looking into government contracting.

They turned to a pre-paid, no-cost source funded by the Defense Logistics Agency and the State of New Mexico. It's the Procurement Technical Assistance Program (PTAP) -- [www.nmptap.org](http://www.nmptap.org) with offices co-located with the Small Business Development Centers in Albuquerque, Alamogordo, Las Cruces, Clovis, and Santa Fe.

With the assistance of Alamogordo PTAP Advisor Elke Mosholder in 2011, their business took a turn for the better. But there's a process and once you understand and get through it, the results for regular pursuit of Federal contracts have been shown to be on average at 35% success.

The Fierros note that, "When you first start government contracting, understanding how the process works is very complex and at times very frustrating; this is why PTAP has been an invaluable resource to us. PTAP has helped us in all facets of government contracting, including proposal writing, training, networking, billing and marketing to name a few."

"Elke provided us with a tremendous amount of knowledge and guidance in order for us to fully understand government contracting. She is always willing to help us with all of our questions and concerns."

After a lengthy application process, Fierro Enterprises also obtained SBA's 8(a) Business Development Certification in 2011, and in 2015 the company received SBA HUBZone Certification. Those certifications gave them a leg up in Federal contracting.

In 2011 Fierro Enterprises was awarded their first federal government 8(a) project with the Department of Defense, MICC White Sands Missile Range. Fierro Enterprises continues to perform on numerous awarded federal government contracts and has had the opportunity to grow and branch out into a totally different market.

"We have paved roads, built waste water treatment plants, repaired culverts, performed HVAC repairs, performed bridge construction and several other heavy construction jobs. It has been a steady and positive growth for the company. We wouldn't have been able to get these contracts with the U.S Army without Elke's tremendous and caring support!"

"I want to take this opportunity to express our heartfelt gratitude for everything Elke Mosholder and PTAP Alamogordo has done for Fierro Enterprises, LLC throughout the years. Elke has been very instrumental in our success. She has been with us since the very beginning and still continues to be there for us every step of the way. Elke always keeps us informed of Seminars, Workshops, Meets & Greets, Industry Days, and sharing any information as it pertains to our industry."

Based on their experience, Fierro Enterprises now refers new business owners to NM PTAP for guidance and support whether they are just starting their business or just need assistance in their existing business. If you want to learn more about PTAP services, visit [www.nmptap.org](http://www.nmptap.org) and request counseling by clicking on one of the PTAP Advisor names at the bottom of the home page.

"Thank you Elke!!"  
V/R, Laura Fierro  
[www.fierroenterprises.us](http://www.fierroenterprises.us)





# INTERNATIONAL BUSINESS ACCELERATOR - IBA

## MASTER IMMEDIATE SUPPLY, LLC.

Francisco Salinas

401 Avenida Ascencion  
Santa Teresa, NM 88008

**YEARS IN BUSINESS:** 10+

**TYPE OF BUSINESS:** Suppliers

**NUMBER OF EMPLOYEES:** 4

**COMMUNITY:** Santa Teresa, NM



Master Immediate Supply, LLC. (MIS) is a privately held company dedicated to supplying different types of inputs to manufacturers. With the help of the International Business Accelerator Mr. Francisco Salinas was able to establish his business in Santa Teresa, NM in March of 2015.

Mr. Salinas has been in the business of supplying manufacturers for over 10 years. Beginning in 2006, Mr. Salinas opened his first business in the city of Juarez, Mexico. That business currently serves more than 50 maquiladoras in the state of Chihuahua. Mr. Salinas wanted to replicate his success in Mexico here in the U.S. MIS can guarantee customers in New Mexico fast, reliable, and affordable services. MIS has the capacity to keep products in stock for fast delivery, and has several distributors with big companies that assure preferential prices.

"Thanks to the professional work and the continued support of the expert staff at the IBA, Master Immediate Supply has grown more than 50% in the last year" said Mr. Salinas of the assistance provided by the International Business Accelerator.





## GENERAL HYDRONICS, INC.

Shannan Wright and David Caraway

1001 Zuni Dr  
Alamogordo, NM 88310

**YEARS IN BUSINESS:** 30

**TYPE OF BUSINESS:** Mechanical, plumbing, utilities & concrete contractor

**NUMBER OF EMPLOYEES:** 50+

**COMMUNITY:** Alamogordo, NM

**SBDC:** NMSU Alamogordo



With well over 50 employees, General Hydronics, Inc. is a true New Mexico small business success story. For 30 years, the business has survived and thrived in spite of several economic downturns. A strong work ethic, good reputation and guaranteed quality work has ultimately lead to the expanding and growing company it is today. The owners, Shannan Wright and David Caraway, take pride in their work which has led to their loyal customer base. Located in Alamogordo, New Mexico, General Hydronics provides construction services throughout southern New Mexico focusing on mechanical, plumbing, utilities and concrete services.

Shannan Wright and David Caraway have been working in the construction industry since the early 1980s. Shannan, newly enlisted in the military, was relocated to Holloman Air Force Base near Alamogordo. Finding himself with some extra time on his hands, he found a second job doing construction work for Polson & Grady. It was there that he met David and the two formed a working relationship that would last a lifetime. In an interesting twist of fate, Shannan and David married the Grady sisters, Tammi and Kathi, making them brothers-in-law. In 1986, Mr. Grady (of Polson & Grady) founded General Hydronics, Inc. When Mr. Grady retired in 2000, Shannan and David purchased both companies.

No job is too big or small for General Hydronics. The company's work history includes experience with schools, military installations, farms, and government agencies, as well as residential and commercial work. As an environmentally friendly company, General Hydronics utilizes green business practices. They offer "one-stop shopping" for construction jobs, providing efficient and convenient services for their customers. These services include complete building services, excavation and clearing, installation of utilities, plumbing and HVAC work.

***We are very satisfied every time we call for assistance with something or if it's just being informed about workshops and events, they are extremely helpful!"***

Over the years, General Hydronics and the NMSU-Alamogordo SBDC have formed a solid relationship. Shannan explained that their relationship with the SBDC "is a fantastic experience. We are very satisfied every time we call for assistance with something or if it's just being informed about workshops and events, they are extremely helpful!" General Hydronics continues to seek new projects and forge new relationships.

Recently the company transitioned into three divisions, allowing for improved efficiency and best management practices. A third-generation company, General Hydronics is committed to family. Shannan is active in local business groups, his church, and with Holloman AFB. Both David and Shannan have a history of coaching local youth sports teams. As the business grows, the owners and the entire General Hydronics team continue to mentor others and have a positive impact on their community.

## ICONINK 47 STUDIO AND GALLERY

Eric Christo Martinez

408 Central Ave  
Albuquerque, NM 87102

**YEARS IN BUSINESS:** 4

**TYPE OF BUSINESS:** Fine Art, Tattoo, Design Studio and Art Gallery

**NUMBER OF EMPLOYEES:** 14

**COMMUNITY:** Albuquerque, NM

**SBDC:** Central New Mexico Community College



Eric has been working with Trish Abbin – Certified Business Advisor at the Albuquerque Small Business Development Center at Central New Mexico Community College since 2011, after being released from prison. While incarcerated, he found he had a passion and talent for fine art. He started working on paintings and learning the art of tattooing while in prison and wanted to find a market for his work.

Eric had several challenges in the beginning. The business plan was overwhelming and he didn't quite know how to do one. The numbers and the costs were confusing so he put things on hold for a few months.

When he returned to the SBDC, Eric and Trish worked on smaller sections of the plan together and that helped as he was able to put previous knowledge to work for him. Once he figured that out, there was no stopping him. Trish and Eric have made several changes to the plan and he now works on his budget. His last business plan was a drawing!!

Eric has been featured in the ABQ Art and History Museum, where he has a painting displayed. He won best in show for the Spanish Market in Santa Fe 2 years ago in the contemporary art category. Eric has also been nominated as one of Albuquerque's best tattoo artists. His work has been shown over many different markets and has had his work commissioned many times.

Eric originally opened Iconink in 2012 but it did not stay open very long. He went to another shop and did not stay very long there either. He decided to start working on an art movement, "47 Unite and Conquer", gathering local artists of various mediums, to make a huge show. Eric rented a space downtown to open a new tattoo shop, gallery, and displays many artists works.

"I am an artist of many mediums, primarily fine art, tattoo and design. I am also an entrepreneur and started my business, Eric Christo Art, LLC shortly after getting out of prison in 2011. I have been working with Trish Abbin, "the rock star" of the Albuquerque SBDC @ CNM, since getting out. Trish and the SBDC have been a valuable resource and a godsend to help me launch my business. Trish helped me set up and establish my LLC as well as my first studio and gallery in 2012, DBA Iconink 47 Studio and Gallery, a unique business model for a tattoo studio or fine art gallery. I would argue is the first of its kind in both the tattoo industry and fine art world. Trish not only saw my vision, but helped me write and execute the business plan and take realistic steps in making my dream become a reality. Trish Abbin and SBDC are vital to small business as well as my business and success."

Eric is a true example of perseverance. He has made a strong name for himself in the art and tattoo community, has done everything possible to make his business a success and continues to strive in a forward direction. He is also a huge promoter of local artists. He has built a strong team and this has helped him, his business and other artists move forward and the Albuquerque SBDC @ CNM has been a part of that team. He is constantly participating in talks, events and other things to work with those in the prison system to help them when they get out. He is truly inspiring.

***I am an artist of many mediums, primarily fine art, tattoo and design. I am also an entrepreneur and started my business, I have been working with Trish Abbin, "the rock star" of the Albuquerque SBDC @ CNM***





## A OK RV GETAWAY, LLC

Joshua Moore

2700 E Greene St.  
Carlsbad, NM 88220

YEARS IN BUSINESS: New

TYPE OF BUSINESS: RV PARK

NUMBER OF EMPLOYEES: 2

COMMUNITY: Carlsbad, NM

SBDC: NMSU Carlsbad



Joshua Moore is the owner of A OK RV Retreat, LLC. Moore wanted to provide an affordable solution for Carlsbad area workers and citizens most adversely affected by the housing shortage. AOK RV Retreat, LLC was launched in 2016 to help meet the needs of this unique market.

Joshua Moore approached the SBDC Carlsbad in the Fall of 2015 for assistance in implementing his strategy "providing affordable solutions" to build AOK RV Getaway, LLC. The facility would service vacationing travelers and migrant workers short-term, mid-term, and long-term solutions for this very real problem in the Carlsbad, Eddy County area.

With meticulous attention to detail Josh Moore attacked this problem with a vengeance by strategically acquiring the land (awesome location!), permits, aligning the contractors, and going to work! Investing his life savings and tirelessly pouring his efforts into the venture- AOK RV Getaway's grand opening was accomplished in less than one year from embryo to birth- an amazing accomplishment!

AOK RV Getaway is a massive, full hook-up, 99 site (30, 50, and 100 Amp) RV Park with amenities and full accessibility located only 4 miles from downtown Carlsbad New Mexico! Moores vision of employing 6 to 8 full time staff, will prove to be a critical asset to AOK RV and provide a strong economic base for Eddy County. Joshua states "The SBDC at NMSU Carlsbad was instrumental in helping us navigate the minutia and emerge successfully, Thank you SBDC Carlsbad."

***"The SBDC at NMSU Carlsbad was instrumental in helping us navigate the minutia and emerge successfully, Thank you SBDC Carlsbad."***

This quality driven small business owner's determination, strategic business acumen, and precision execution in bringing Carlsbad New Mexico a prime economic base opportunity is what earns him the SBDC at NMSU-Carlsbad's "Star Client" recognition! We are honored to have AOK RV Getaway as a long term client and extremely proud of their tremendous accomplishment! Thank you for your commitment and congratulations on this well-deserved accomplishment!



## FUTURE DAIRY SERVICE

Christopher and Tamila Gay

1455 Baseline Rd  
Portales NM, 88130

**YEARS IN BUSINESS:** 1 year

**TYPE OF BUSINESS:** Equipment Installers/Retail

**NUMBER OF EMPLOYEES:** 10

**COMMUNITY:** Portales, NM

**SBDC:** Clovis Community College



By providing quality work and great customer service, Future Dairy Service is making a difference by growing their business at a quick rate, which allows for increased revenues and more job opportunities. Not only do they provide proficient work, they also provide knowledge, experience, and trust, which makes them unique compared to the rest. Next to physical installment and electrical services, Future Dairy Service also supports the customer's requests for chemical purchases, for cleaning and sterilization of equipment and facility.

Future Dairy Service, an electrical, dairy equipment installation and chemical distributor business provides specialized equipment installation and chemical distribution to the dairy industry throughout eastern New Mexico and west Texas.

"The thoroughness and detail the SBDC staff at Clovis Community College provided us was very instrumental to both our beginning success and current success. The information they provided helped us structure our business and avoid many pitfalls we have seen other businesses fall into...Even business owners who have been in business for a while could be helped by the SBDC."- Christopher Gay, Owner – Future Dairy Service

The SBDC assisted the Gays with a business proposal in hopes of obtaining financing, compliance with state and federal regulations, and continuous support on running the business. As a result, the proposal was used to start the business without seeking financing. Christopher and Tamila have grown the business beyond the projections. "The classes offered by the SBDC helped us in getting started." Tamila Gay

Future plans include working towards becoming the leading dairy equipment and chemical support service in eastern New Mexico and west Texas.

***"The thoroughness and detail the SBDC staff at Clovis Community College provided us was very instrumental to both our beginning success and current success."***







## THE CHIMAYÓ YOUTH CONSERVATION CORPS (CYCC)

Suellen Strale

PO Box 1027  
Chimayo, NM

YEARS IN BUSINESS: 15

TYPE OF BUSINESS: Non-Profit

NUMBER OF EMPLOYEES: 10 (Full-Time)

COMMUNITY: Chimayo, NM

SBDC: Northern New Mexico College



The Chimayó Youth Conservation Corps (CYCC), a non-profit community-based organization, was founded in 2001 by Suellen Strale, CEO. CYCC mission is to provide area youth alternatives through experiential education, vocational skills training, certifications, entrepreneurial opportunities and employment to improve their quality of life, sustain long-term careers in rural communities throughout northern New Mexico. By promoting young adults as a valuable resource CYCC remains committed to the conservation, restoration and preservation of northern New Mexico's present and future cultural traditions and heritage. The economic development benefits of training and employing over 100 Corps Members annually, along with the purchase of local supplies for projects and services, has made a significant contribution to the local economy.

Over the years, as Corps Members graduated through the program, CYCC evolved into the Chimayo Conservation Corps (CCC), a professional environmental conservation career development program providing vocational training in forest ecology, wildfire risk reduction, watershed, rivers, and streams restoration, and environmental science. To date, CCC has incubated small businesses for program graduate entrepreneurs, who continue to implement CCC's grants and contracts for the US Forest Service, Bureau of Land Management, New Mexico Association of Counties, NM State Trust Lands, NM Environmental Department-Surface Water Quality Bureau, NM Department of Game and Fish, Interstate Stream Commission, NM Acequia Association, and community-based projects. Utilizing our environmental conservation model as a method of prevention and harm reduction for youth and young adults earned CYCC federal status as a Best Practices Program.

Cultural and Heritage Programs include: Traditional Lands Preservation, Cultural and Historic Preservation, Community Youth Forum, Youth/Elders-Intergenerational Program, Ancianos

***“CCC has received tremendous support from the Espanola Small Business Development Center (SBDC) over the years, benefiting from their programs high quality consulting services as well as their access to local, state, national and global resources.”***

Low-Income/Disabled Initiative, Traditional Agriculture, Landscape and Greenhouse Design/Construction, Drip Irrigation, Adobe Production/Construction, Parks and Sustainable Trails Construction, Tree Farming, Forestry, Reforestation, Wildfire Prevention/Urban Interface Risk Reduction, Preservation of Wildlife and Riparian Habitat, Watershed/Rivers and Streams Restoration, Acequia Dam Diversion and Preservation Projects, Erosion Control, and Invasive Species Eradication.

CCC's 2017 Strategic Plan /Growth plan continues the preservation of our cultural heritage by providing an innovative training and apprenticeship program, in partnership with local artists, studios and business owners, focused on the rejuvenation of the traditional arts, by placing CCC trainees in local galleries, restaurants, and private businesses throughout Chimayo and rural-frontier communities throughout northern New Mexico. Suellen is also interested in introducing this model of community revitalization globally. Suellen has forty-four years of experience in Youth Services Program development. Her formal education incorporated Special Education with a Masters Degree in Behavioral Science in addition to extensive courses in Art, Communications, and Business Management.

## TRATTORIA DI BERNARDONE

Mario & Laura Bernardone

5520 E Main St  
Farmington, NM 87402

**YEARS IN BUSINESS:** 8 ½

**TYPE OF BUSINESS:** Family Italian Restaurant

**NUMBER OF EMPLOYEES:** 12

**COMMUNITY:** Farmington, NM

**SBDC:** San Juan College



Mario Bernardones' love for the area and his dream to provide a wholesome life for his family brought him to New Mexico in 2005. He found that starting his own business was part of the solution after not being able to find employment that allowed him to support his ever growing family. With the assistance of the Small Business Development Center at San Juan Community College he began working on developing his first restaurant in 2006. In 2008 he and his family opened Bernardones' Family Pizzeria on West Main. Bernardones' grew so quickly and became so popular, that the parking lot could not hold all of its customers. With that in mind, Mario started plans for an expanded location on East Main, which offers the same great dishes as the previous menu with more dinner selections. Mario and his family proudly make their own pasta and sauces, pizza dough, sausage, meatballs, and gelato with a quality that can't be described...it must be experienced. The food is prepared with love and their motto is "Where Food Loves You Back".

Trattoria di Bernardone became a true reality after 8 years of planning and modifying the design plans. It is a good thing that Mario is also a structural engineer by education and a general contractor by trade! The result is a welcoming ambiance where one can experience great food in a rustic and charming setting that feels like an Italian villa. The atmosphere is relaxing and provides guests privacy to leisurely enjoy their meals. Everything is made from scratch with fresh ingredients; no effort is spared in preparing their food. Preparing dishes in a traditional way in order for their customers to experience the most authentic flavors of Italy is what it is all about for this family. All family members have a role in making the restaurant a success. This instills a good work ethic and appreciation for all that God has provided. Mario and Laura also are of service to others and provide meals through Catholic Charities. Mario still hopes to expand his location to include a full service bar, two banquet rooms and an outdoor piazza that were in his original design. Look out Farmington!

*"It's a ministry for us, reaching out to Farmington and sharing what we've been given, not because we're great people, but because we've been blessed a lot!"*

Running a success restaurant doesn't leave a whole lot of extra time on your hands, but that doesn't bother the Bernardones, they love their work and their lives in Farmington, New Mexico. Mario and his wife Laura have accomplished their dream, working together with their nine homeschooled children and operating a family restaurant serving great food with love. Mario summed it up by saying, "It's a ministry for us, reaching out to Farmington and sharing what we've been given, not because we're great people, but because we've been blessed a lot!"





## LAUGHING DOG KENNEL

Jenny Kline

105 S Dean St  
Gallup, NM 87301

**YEARS IN BUSINESS:** 1 year

**TYPE OF BUSINESS:** Doggie daycare, boarding, grooming & training

**NUMBER OF EMPLOYEES:** 2

**COMMUNITY:** City of Gallup-McKinley County

**SBDC:** UNM Gallup



Laughing Dog Kennel provides a safe, clean and fun environment for pets. Whether you need to board your dog overnight or for an extended stay, Jenny will treat your pet like he/she is her own. As a dog owner, Jenny had trouble finding accommodations for her own dogs when she went out of town, so she knew there was a real need for such a business to serve the Gallup area pet-owners. Jenny's first step was to research all the financial aspects of operating a pet boarding facility before making her decision to start her small business venture. After analyzing several potential locations she found the perfect site to open her business. On February 29, 2016, Laughing Dog Kennel opened, providing Gallup with its first and only full-care pet facility. Laughing Dog Kennel provides dog, cat, bird and exotic pet boarding, doggie daycare, dog grooming and puppy kindergarten classes.

The Small Business Development Center at the University of New Mexico - Gallup provided Jenny with the resources she needed to thrive, compete, and succeed. The SBDC at UNM - G assists entrepreneurs to start and grow businesses, create jobs, increase prosperity and contribute to our local economy.

Deciding whether or not to start a new business can be one of the most difficult decisions a person faces in life. The consequences are extensive, the impact is deep, and the required commitment is endless. Some people, like Jenny, seem to be "born entrepreneurs". Providing assistance to Jenny has been seamless. We ran some reports, provided her with the information, and she literally ran with the information. It's a tough choice, but many people face it every day. A multitude of issues should be considered before making this important decision so you can feel more confident about the final decision. Entrepreneurship is not for everyone. Success depends not only on personal ambitions and means. Jenny is also very passionate about animals. She has always had an understanding and love for animals...she is the Founder, Trainer & Chief Puppy Wrangler.

***"I would highly recommend the SBDC to anyone opening a business. They have helped me so much by answering questions so that I could do things right from the start, rather than making mistakes or learning by trial & error. The SBDC is a fabulous resource!"***

Growing up in Wisconsin, Jenny has always had an understanding of and love for animals. She fell in love with training her first dog, Badger, at the age of 10 which led her to go to grooming school in the early 80's. Over the years she continued grooming clients' dogs, show-groomed Bouviers for professional handlers, worked for a certified canine behaviorist, trained her own dogs in Schutzhund (a German 3-part dog sport consisting of obedience, tracking and protection work), showed Australian Shepherds extensively throughout the northeast finishing several champions. She has attended numerous canine nutrition, training and handling seminars. She moved to Gallup with her husband and son in 1998 to enjoy the wide-open space and has never looked back. She worked for veterinarian Dr. Podkonjak at Red Rock Animal Hospital for 7 years as a receptionist and office manager until he sold the practice. She currently has four dogs, two cats, three horses and four goats on their 20 acre property south of Gallup.



## VICTORY LANE TIRES AND MORE

Gilbert and Anne Martinez

509 W Highway 66,  
Grants, NM 87020

**YEARS IN BUSINESS:** 2 ½ years

**TYPE OF BUSINESS:** Tire store and auto maintenance shop

**NUMBER OF EMPLOYEES:** 4

**COMMUNITY:** Milan, NM

**SBDC:** NMSU Grants



Gilbert Martinez and his wife, Anne, had always dreamed of owning their own business. Gilbert worked in the oil refinery industry for 25 years and was looking for a different career and the owner of Cooper Tires in Milan, Mrs. Cooper, was frequently asking Gilbert to buy her business. So they went to the Small Business Development Center (SBDC) at NMSU Grants to see what it would take to own a business; what they would need and how to go about buying something like a tire shop. Ms. Gerrie Ortiz sat down and advised them on purchasing and operating a business - as a result, Victory Lane Tires and More was born and two and a half years later, they are still here.

When the Martinez' purchased Cooper Tires from Mrs. Cooper in 2014, business was slow, inventory was low and the equipment was old. Since then, business has tripled and they have made improvements to the business with the installation of three new garage doors, new tire machines, balancers, alignment machines, lifts and an increase in inventory as well as a new bathroom for their clientele. They have a good reputation in the community and are proud that Victory Lane Tires is recommended by their customers.

"I had a lot of questions on how to start and run a business, employees, taxes and just what things I might run into along the way. I really did not know what to expect, but Ms. Ortiz made me feel comfortable and the SBDC has been a great resource. We started our business with only one employee and now we have three" stated Gilbert. "We plan to be around for a long time and with the help of the SBDC and the community, we will continue to grow."

*"We plan to be around for a long time and with the help of the SBDC and the community, we will continue to grow"*



## PRODUCTION & ENVIRONMENTAL SERVICES, LLC

David Derrick & Brenda Almanza

9102 Garcia Pl Hobbs  
NM 88242

YEARS IN BUSINESS: 3 Years

TYPE OF BUSINESS: Oilfield Service

NUMBER OF EMPLOYEES: 18

COMMUNITY: Hobbs, New Mexico

SBDC: New Mexico Junior College



### Building, Establishing, and Growing a Successful Oilfield Business!

Production & Environmental Services, LLC (PES, LLC) is an oilfield service company established in 2013 by David Derrick and Brenda Almanza. With over 15 years of oil and gas industry experience, the Almanza's decided to explore entrepreneurship and begin working for themselves. Through hard work and sacrifice, the company was able to purchase their first truck and begin operations with three employees.

PES, LLC set out to provide key services in the oil and gas industry including roustabout, construction and maintenance services for oil producing companies. Demand for these services steadily increased despite the downturn in the price of oil within the industry. The business has now grown to operating five service trucks and 18 full-time employees that has enabled the operation to provide additional services including welding, cleanup crews, and contract pumping.

The oil and gas industry can be a little unstable at times, but with their positive attitude, reliable services, and experienced personnel, PES, LLC will continue to grow and expand their business operations in southeastern New Mexico.

***“The New Mexico Junior College – Small Business Development Center was instrumental in the growth of our business. NMJC-SBDC Director, Brandon Hunt assisted us in business and financial planning as we sought to expand our business operations. We appreciate the assistance provided by the SBDC team at New Mexico Junior College.”***





## SIGNERGY PRODUCTIONS

Marvin and Diana Herrera

1695 N Main St  
Las Cruces, NM 88001

**YEARS IN BUSINESS:** 12

**TYPE OF BUSINESS:** Designing and Printing

**NUMBER OF EMPLOYEES:** 2

**COMMUNITY:** Las Cruces, NM

**SBDC:** Doña Ana Community College



In 2004, while passing through Southwestern New Mexico on a road trip, Marvin and Diana Herrera immediately fell in love with Las Cruces. It was then that Marvin and Diana decided to move to Las Cruces and make it their home. While driving through Las Cruces, Marvin saw Signergy Productions and became curious about the business. He decided to ask the owner if they were interested in selling the design and printing business. After negotiating with the previous owner on the purchase price of the business, he and Diana requested a business loan from First American Bank. First American Bank referred them to the Small Business Development Center at Doña Ana Community College, where they received assistance on putting together a loan package for an SBA loan.

Marvin and Diana had little knowledge as to how to acquire a business. They said, "If it were not for the SBDC we would not have been able to buy Signergy. The help from the SBDC made the dream come true. They provided the help to everything else we needed to get the business and to keep it going." Marvin and Diana's hard work and determination with the assistance from the SBDC has proven a dynamic and successful combination. As a result, the business has been able to remain strong even in times of economic downturn.

Signergy has become a staple business in Las Cruces, where customers can order anything from banners to signs to flags. In fact, their artisan work can be seen throughout all of Las Cruces. Marvin proudly proclaims, "All of the flags that fly in front of city buildings, schools, the university and banks come from Signergy." Marvin and Diana have rooted their spirits in Las Cruces. Coming from California, they looked for a different lifestyle and a different rhythm. A rhythm that would give them a sense of community and they found it in Doña Ana County. When the opportunity arises and they are available; they take part in school programs and donate flags and banners to organizations in need. Diana and Marvin are embedded not only in the city's façade, but in its essence.

*"If it were not for the SBDC we would not have been able to buy Signergy. The help from the SBDC made the dream come true. They provided the help to everything else we needed to get the business and to keep it going."*

Since acquiring Signergy, Marvin and Diana have thought about expanding the business. Now that the economic climate is on the rise, they feel the market will enable them to grow and perhaps add a second location. When that time comes, Marvin states happily, "We will pay yet another visit to the SBDC for counseling and analyzing these future plans".





## NAPA AUTO PARTS

Katherine and Fidel Valdez

231 Mills Ave  
Las Vegas, NM 87701

**YEARS IN BUSINESS:** 1

**TYPE OF BUSINESS:** Automotive Parts Store

**NUMBER OF EMPLOYEES:** 8

**COMMUNITY:** Las Vegas, NM

**SBDC:** Luna Community College



Katherine and Fidel Valdez, the new owners of the Napa Auto Parts Store in Las Vegas, NM are no strangers to success. The couple have a long history of working with the Small Business Development Center at Luna Community College. In September of 2009 they opened their first business, an auto parts store in Angel Fire, NM. Most recently, in January of 2015, Katherine approached the SBDC @ LCC for assistance in expanding their business with a second location in Las Vegas, NM. She requested information and assistance regarding loan programs and resources that could help their vision become a reality. In June of 2016, Napa Auto Parts opened its doors and is located at 231 Mills Ave Las Vegas, NM 87701.

The new Napa Auto Parts store in Las Vegas is one of the more than 6,000 independently-owned stores across the United States. Katherine and Fidel began by leasing the building they are in and obtaining a loan from Bank and America for start-up costs and inventory. Napa Auto parts provides automotive parts to Las Vegas and the surrounding areas. Outside of providing their products and services they reach out and engage actively in their community. This is evident by the number of employees they have hired in Angel Fire and in Las Vegas. The Las Vegas location employs a few Luna Community College students.

"The SBDC was a great resource for me to utilize in the process of opening up my new business." Says Katherine. She expressed how "the SBDC was instrumental in getting answers to the questions we encountered or assisting with outside resources to find the answers." With the couples experience and the resources provided by the SBDC, the couple was able to successfully turn their vision of having multiple locations into a reality.

*"The SBDC was instrumental in getting answers to the questions we encountered or assisting with outside resources to find the answers."*

Currently, the couple owns and operates both auto parts stores. The future looks bright for the business and the couple states that their future plans consists of "being successful not only in business, but in community outreach and engagement." This dynamic duo takes pride in being local business owners that want to add the "local flavor" into their businesses.



## NORTHERN NEW MEXICO STUMP GRINDERS, LLC

Aaron and Ryan McNiff

4179 Arizona Ave  
Los Alamos, NM 87544

**YEARS IN BUSINESS:** 1

**TYPE OF BUSINESS:** Tree maintenance and stump grinding

**NUMBER OF EMPLOYEES:** 2

**COMMUNITY:** Los Alamos, NM

**SBDC:** UNM Los Alamos



Northern New Mexico Stump Grinders, LLC was created from the vision of two brothers with the drive to own a business. Aaron and Ryan McNiff were born and raised in Los Alamos and are both firefighters with the Los Alamos County Fire Department. Aaron is also an adjunct instructor for the Fire & Science Program at UNM Los Alamos. Northern New Mexico Stump Grinders, LLC offers tree maintenance and removal services that include stump grinding and removal (tree removal, tree chipping, tree/shrubbery disposal and lawn aeration) through the use of heavy equipment that is hydraulically operated. Tree maintenance and removal are services that every home/business owner may require throughout the year. These property owners face the risks of fire and/or flood encroaching on their property. Northern New Mexico Stump Grinders, LLC creates defensible space to offer peace of mind that properties and communities are protected. The stump grinding and removal can also prepare the area for landscaping and the company offers clean-up of the area, haul-away of the mulch/debris, and rehabilitation of the area (planting of new tree(s) and/or flowers).

Aaron and Ryan had no prior knowledge of owning a business and everything it involves. Before acquiring the business, Aaron and Ryan turned to the resources offered by the Small Business Development Center at the University of New Mexico – Los Alamos. Consulting with Ted Lopez on their vision, and spending countless hours working on plans done by the brothers and research done by the SBDC, Aaron and Ryan were enthusiastic about pursuing their business venture. “Ted, Anne Lantrip and the rest of the staff at the Los Alamos SBDC were instrumental in our decision to move forward to pursue our dream of being business owners.” Ted combined the experience the brothers have gained as firefighters with the demands of the local market and Northern New Mexico Stump Grinders, LLC was born. Northern New Mexico Stump Grinders, LLC are grateful for the services they received at the Los Alamos SBDC. It is with the knowledge and

*“Ted Lopez, Anne Lantrip and the rest of the staff at the Los Alamos SBDC were instrumental in our decision to move forward to pursue our dream of being business owners.”*

expertise that they gained from their resources that the brothers were able to pursue their dream of being business owners in New Mexico.

Since beginning operations in May 2016, Northern New Mexico Stump Grinders, LLC has served roughly 26 customers, removed 40 stumps and done hazardous tree trimming on 10 trees throughout Los Alamos County. Support from the community has been exceptional. Within the next year, the brothers plan to expand the business into other areas of northern New Mexico, set up contracts with local HOAs and real estate companies, and identify potential state and federal grants to pursue.





## KONA-ICE

Alfred Montoya

513 South 12th St.  
Belen, NM 87002

YEARS IN BUSINESS: 2.5

TYPE OF BUSINESS: Mobile Shaved Ice

NUMBER OF EMPLOYEES: 2

COMMUNITY: Los Lunas, NM

SBDC: UNM Valencia



Kona-Ice is a mobile, Hawaiian-style shaved ice franchise, based out of Florence, Kentucky. It was recently named one of the fastest growing franchises in the United States. Alfred and Linda Montoya of Belen, NM, started their Kona Ice business in May 2014. Kona-Ice should be thought of as “a tropical escape in the form of a food truck.” Besides selling shaved ice, they also have a variety of ice-cream, soft drinks and bottled water. Kona-Ice can bring their mobile shaved ice unit to schools, celebrations, parties, meetings, sports events, etc.

Kona-Ice gives back millions of dollars each year to local communities where they have franchised businesses. They have a “Gather & Giveback program” where organizations like schools can work with Kona-Ice to raise money for their cause. A percentage of the proceeds is given back directly to the fund-raising organization. They meet and exceed all of the federal nutrition guidelines so that they can work in all public schools. Kona-Ice will setup a shaved ice truck at a school, park or even in a neighborhood.

Here’s a fun fact directly from the Kona-Ice.com website: Ah, shaved ice - one of the finer delicacies in life. The origins of shaved ice go all the way back to Roman Emperor Nero in 27 B.C. Dang, that’s a long time ago! Nero sent his worker bees to the nearby mountains to collect snow that he then brought back to flavor with a fruit and honey mixture. Who knew, right?

Kona-Ice Valencia County has seen increased sales in the past two years and will be seeking to purchase a new truck or trailer in the future to meet this demand. Alfred and Linda are working hard to continue growing their business and the opportunity to give back to the local schools and community through the “Gather & Giveback Program”.

*“The SBDC helped my business through their tax & QuickBooks workshops and their willingness to support our business and others as needed.”*



## CP BRANNICKS

Grace Miller

510 West Texas  
Artesia, NM 88210

**YEARS IN BUSINESS:** 11

**TYPE OF BUSINESS:** Direct Distribution Manufacturer

**NUMBER OF EMPLOYEES:** 4

**COMMUNITY:** Artesia, NM

**SBDC:** ENMU Roswell



Grace Miller is the Owner/CEO of CP Brannicks. Her company manufactures and distributes a patented product called RefreshMint, a natural oral care product that neutralizes and freshens breath. Miller directed operations for 12 years before the devastating loss of her son and business partner in 2012 temporarily derailed operations. Miller has been working with NM Small Business Development Centers and the International Business Accelerator since August of 2013, and has been an extended engagement client ever since- proving herself as an excellent student and a great implementer of strategy.

Grace Miller kicked CP Brannicks into high gear in 2016 for its most aggressive phase of growth! Having received SBDC assistance in 2016 with her Business Plan, Strategic Plan, Marketing and Sales Strategy, and Managing Strategic Investor Relations- Miller's intense focus and aggressive "top down" marketing and distribution approach is responsible for CP tripling in size this year, and is on track to double again by this time next year – this is s business to watch!

Grace Miller is one of the most focused and driven human beings you will ever meet!

CP Brannicks – RefreshMint is a patent holding exclusive provider of all natural, dentist recommended breath neutralizer products. Based out of her HQ office in Artesia NM, Grace directs manufacturing in Michigan (soon to re-locate to NM), Sales and Distribution from Artesia, and employs 3 others in addition to herself generating nearly 100% of her annual sales outside of the State of New Mexico making her a valuable Economic Base Business and an asset to the State of New Mexico.

*“SBDC Roswell and Carlsbad provided valuable insight and strategic assistance to me; I am very grateful for the SBDC, every small business in New Mexico should take advantage of their local SBDC offices”*







## ROPES WESTERN AND CASUAL WEAR

Rita Chaparro

1107 S 1st St  
Clayton, NM 88415

**YEARS IN BUSINESS:** 1 ½ years

**TYPE OF BUSINESS:** Family western-wear clothing store

**NUMBER OF EMPLOYEES:** 1 full-time; 5-part-time

**COMMUNITY:** Clayton, NM

**SBDC:** Mesalands Community College



Rita Chaparro made a commitment to her community of Clayton, New Mexico where ranching and western heritage flourish. When the owners of the one western wear store in the community decided to close its doors, Rita (an 11-year employee) was determined to not let that happen. In purchasing the store, Rita preserved this signature business and its traditions of service to the community.

Rita's family offered their cattle herd as collateral to secure the purchase, and ROPES Western and Casual Wear was launched. Husband Armando and children Abram and Sarah are fully vested in the success of ROPES. Rita credits her staff with creating a positive and welcoming shopping experience.

The key to Rita's success rises from her generous spirit and dedication to community. With management practices based on listening to customers and staff, Rita has improved inventory to offer more of a variety and affordable brands in clothing and gifts. Sales have exceeded the original projections. Offering to partner with local businesses and school organizations, customers get discounts for work clothes and uniforms. Rita feels providing extra services such as tuxedo rentals for proms and weddings is vital due to the remote location. Support to local fairs, rodeos and high school athletics ties ROPES to all segments of Union County.

Rita has proudly accomplished obtaining her American Citizenship. She still retains a love for her Mexican heritage and language. Rita recites the Pledge of Allegiance each morning as she raises the United States flag in appreciation of her opportunity to prosper.

"Vicki Watson guided me through the purchase process of my business. She worked with me for a year insuring the paperwork and financing were in order. She is always positive and uplifting. She is still willing to help me in any way and I feel that I can call her whenever I have any questions. I am forever grateful to the

*"Vicki Watson guided me through the purchase process of my business. I am forever grateful to the SBDC's help and support. Thank you SBDC at Mesalands Community College."*

SBDC's help and support. Thank you SBDC at Mesalands Community College." –Rita Chaparro, Owner-ROPES Western and Casual Wear

Rita has been honored by The Clayton Chamber of Commerce as "Rookie of the Year", and now serves as a member of the Board for the chamber. She is praised for making all customers feel welcome and at ease at ROPES.

Future plans include a strong presence on the internet to better serve her rural customers.



## DESIGNS OF ERIKA

Erika Eckerstrand

211 Galisteo St  
Santa Fe, NM 87501

YEARS IN BUSINESS: 9

TYPE OF BUSINESS: Manufacturer &amp; retailer of bags/accessories/home goods

NUMBER OF EMPLOYEES: 2

COMMUNITY: Santa Fe, NM

SBDC: Santa Fe Higher Education Center - Santa Fe Community College



### From the Artisan Market to the Plaza, It's in the Bag for Designs of Erika

The Small Business Development Center at the Santa Fe Higher Education Center announced today that bag and accessory manufacturer Designs of Erika is to be recognized as their annual Star Client during festivities at the 2017 Legislative session.

Erika Eckerstrand has been sewing since she was old enough to hold a needle. Born in Sweden to a family of artists, her mother was a textile instructor and seamstress to the royal family and her father was an inventor. He introduced Erika to throwing pottery at the age of 10, selling their work together to neighbors and friends.

Erika first visited Santa Fe in 1980 and found a town that appealed to her artistic sensibilities. Following many return visits, Erika enrolled at IAIA, becoming their first international graduate in 1985. Erika remained in Santa Fe, and worked in a wide variety of mediums including sculpture, pottery, beadwork and jewelry. Her creations have been featured in galleries and exhibits in both the United States and Sweden. In addition to her keen design sensibility, her Scandinavian heritage gave her a more functional approach to her creations.

She attended the business training for artisans sponsored by WESST to expand her knowledge about running an art-based business. Following an auto accident that left her temporarily disabled, Erika began designing the first of what was to become her iconic collection of bags, accessories and home goods. She worked for a local awning company at the time and was inspired by the fabrics being used.

Her designs are sleek and contemporary, artfully balancing style with functionality. Erika began selling her work at the Santa Fe Railyard Artisan Market. Feedback from buyers told her she had a potential business and Designs of Erika was born. Erika maintained a booth at the market for 7 years, building her brand and a loyal group of clients.







## EZ DOES IT FARM

Nevadith and Horacio Casillas

45 Stailey Rd  
Gila, NM 88038

YEARS IN BUSINESS: 1

TYPE OF BUSINESS: Family Farm

NUMBER OF EMPLOYEES: 2

COMMUNITY: Gila, NM

SBDC: Western New Mexico University



### Healthy Land, Healthy Animals, Healthy Food, Healthy People

EZ Does It Farm is located in the heart of the Gila River Valley, 30 miles northwest of Silver City, NM. Nestled among hundred-year-old cottonwoods, the 30-acre farm is home to the Casillas family, Nevadith and Horacio and their children Elena (3) and Heliel (7).

The Casillas family specializes in grass-fed and grass-finished beef, pork, lamb, and goat raised in carefully managed pastures. Free-range chickens produce eggs that are, according to one customer, "by far the most delicious I have ever eaten anywhere!" Vegetables grown in rich Gila bottomland soil round out the farm's offerings. The farm-to-market operation serves the local Grant County community through the Silver City Farmers Market. Dedicated customers buy directly from the farm. The Casillases work from the heart. Horacio grew up on his family's ranch in Mexico where he learned all about animals. Nevadith is passionate about healthy food. "I love what we do. I love being around the healthy, happy animals. I love learning how to use the land in a good way. I love knowing where food comes from and that it is healthy."

Eight years ago the Casillases began growing food for their family. In October 2015, they decided they wanted to do more. They came to the SBDC at Western New Mexico University to learn skills to build a business. They are now applying new knowledge – in accounting, finances, and product costing (to name a few) – to grow their farm. "The help we get from the SBDC is tremendous. It's like going to school. We are learning to see the whole picture of running a business. We know the land and the animals. The SBDC is teaching us what we need to know so we will be around for years to come."

*"The help we get from the SBDC is tremendous. It's like going to school. We are learning to see the whole picture of running a business."*

EZ Does It Farm is confident in their plans for the future: "Our message is simple. We want people to know how we bring food to their table. We want people to trust us to provide healthy food from healthy animals raised on healthy land. We want to create jobs so others will have the chance to learn how we do what we do."



## MOUNTAIN YOGA

Monica A. Martin and Allison Burke

112 Cam De La Placita  
Taos, NM 87571

**YEARS IN BUSINESS:** 9.5**TYPE OF BUSINESS:** Yoga Studio**NUMBER OF EMPLOYEES:** 2**COMMUNITY:** Taos, NM**SBDC:** UNMTaos

The Small Business Development Center at the University of New Mexico Taos, has named Mountain Yoga as its Star Client of the Year. Monica Martin and Allison Burke are the owners and operators of Mountain Yoga. They offer a range of classes, such as Hatha, integrative, therapeutic, pranakriya as well as beginners. They also offer series of classes. Allison teaches a 6 week session for new comers to the Yoga experience, and Monica offers an 8 week Ski conditioning session. In addition to being able to experience yoga in a group setting, appointments for private sessions are also available.

Monica originally came to the SBDC at UNM-Taos office in 2009 looking for help to start her yoga business. She worked with then director Gary Bouty with basic start up questions; where to begin, how to structure her business, and tax advice. Since her initial visit in January of 2009, Monica has grown her clientele, and now teaches her ski conditioning class in a nearby ski resort as well as offering classes at Ojo Caliente, a famous natural springs resort. She also sought out the SBDC when it came time to consider forming an LLC. Over the years she has continued to seek out the advice of the SBDC at UNM-Taos for help from tax issues to accounting. She has even traveled to the SBDC at NNMCC in Espanola for marketing help. "The SBDC's are a great resource for getting an opinion and perspective on business" says Monica. In 2015, Monica and Allison Burke decided to join forces and open a studio together on the north end of Taos. It has proven to be a success for both, although not an easy one. Both Monica and Allison are confident that should they require any help or advice, they know right where to go. When asked about the personal attention that she receives from the SBDC, Monica states "Professional, down to Earth, honest. If they don't know, they will refer you out and assist in research with your questions." Monica and Allison constantly demonstrate a passion and energy for yoga and entrepreneurship – which in turn has rewarded them in the best way possible, peace and success.

*"The SBDC's are a great resource for getting an opinion and perspective on business. Professional, down to Earth, honest. If they don't know, they will refer you out and assist in research with your questions."*



## OLD SCHOOL NEW STYLES BARBER SHOP

Irene Leaton and Manuel Rascon

4500 Arrowhead Ridge Dr SE  
Rio Rancho, NM 87124

YEARS IN BUSINESS: 2

TYPE OF BUSINESS: Barbershop

NUMBER OF EMPLOYEES: 6

COMMUNITY: Rio Rancho, NM

SBDC: UNM West



Old School New Styles barbershop, located in Rio Rancho was founded in 2014 by Manuel Rascon and Irene Leaton and it has rapidly become popular due to the quality and wide-variety of haircuts that are provided in this modern, clean shop. The hard work and dedication of Manuel and Irene is evident when you walk in and are greeted with a smile and feel the welcoming atmosphere of the shop.

Manuel had worked at several local barbershops in the Rio Rancho community for several years and decided that he could add his own flair and ideas to creating a modern shop while maintaining a lot of the old-fashioned barbershop experience.

Manuel and Irene needed assistance in getting started with their dream and they contacted Bryan Farmer, Certified Business Advisor of the UNM West-Sandoval County SBDC. Bryan was able to assist the clients through the process of writing a business plan and constructing projected financials in order to see if their dream was economically feasible. A lot of work and research allowed them to successfully find a great location within their budget and they did their homework well as they easily surpassed their estimates for revenue projections.

A client recently posted the following: "This place is amazing, it's always a great experience! The people there are nice and are really good at what they do because they do it with their heart. They are also very good with kids and my son and I like getting our hair cut there. It's the only place we go to. I highly recommend going to Old School New Style barbershop. Ask for Eric or Karrie Ann."

Manuel and Irene are good community citizens as well. They are active in the Caring Through Clothing Drive, which provides clothing to needy school children.

***"This place is amazing, it's always a great experience! The people there are nice and are really good at what they do because they do it with their heart."***

Future plans for Old School New Styles include hoping to open additional locations to replicate their success. They are also considering venturing into other entrepreneurial areas as well. The future certainly looks bright indeed for Old School New Styles.





## How Can SBDCs Help You?

America's SBDCs advise their clients, educate and guide them through the start and growth of their business. Whether its helping to write a business plan, access capital, identify market opportunities including exports or being there when disaster strikes. SBDCs are there for the life of your business.

FIND YOUR LOCAL SBDC TODAY!



There are nearly 1,000 SBDC locations around the country and over 4,000 SBDC business consultants ready to help.

[www.AmericasSBDC.org](http://www.AmericasSBDC.org)

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*Our goal is to help our small business clients succeed.*

America's SBDC represents the nation's most trusted small business resource – SBDCs. SBDCs are small business development centers that offer no-cost consulting and low-cost business training to entrepreneurs and growing businesses. The SBDC network has over 35 years of experience and touches over 1 million small businesses every year.

Businesses that partner with America's SBDCs get started, get funding, grow sales and prosper.

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# NMSBDC STATEWIDE SERVICE CENTERS

## STATE OFFICE

### **New Mexico Small Business Development Center Network**

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## SERVICE CENTERS

### **Central New Mexico Community College - Workforce Training Center**

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### **Clovis Community College**

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### **New Mexico State University - Doña Ana Community College**

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### **Eastern New Mexico University-Roswell**

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### **Luna Community College**

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### **New Mexico Junior College**

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### **New Mexico State University-Alamogordo**

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### **New Mexico State University-Carlsbad**

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### **New Mexico State University-Grants**

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### **Santa Fe Community College Higher Education Center**

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